

VAIRAVANATHAN SHANMUGAVELU

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PROFILE

Result oriented professional with over 9+ years of experience in **Ecommerce, Sales and Operation, Aftermarket Marketing, Product Marketing, Business Development, Key Account Management and Dealer Management, Warehouse Operations.**

WORK EXPERIENCE

Ashok Leyland Ltd, Chennai, India



ASHOK LEYLAND

Sales and Operation Lead – LEYKART (Spare Parts Mobile App) - 01/2019- Present

Core Responsibilities Handled:

Operations (Planning & Management)

- Parts Delivery Management: Ensuring on-time delivery Performance, Order diversions, Increasing Service level, Order fulfillment, Seller (Dealer / Warehouse) invoicing. Work with large sellers in PAN India to strategize in driving sales and meeting service level standards.
- Claims management – Handling claims of Customers / Dealers - Troubleshooting process both inbound/outbound loop.
- Vendor – (Delhivery Service Provider) Management – Handling Agreement, monthly payments and services.
- Defining SOPs in procurement and stocking.
- Channel development and management of new dealers.
- Training of Customer support engineers (CSE) on app usage, features and benefits including Customer value Proposition to gain new customers penetration.
- Periodical assessment on seller performance, service level, order fulfillment and stake holder's performance and taking necessary actions and initiatives to meet targets.
- Track, monitor and ensure to meet service level from pickup to delivery.

Sales / Business Development

- Conducting Business reviews with cross functional teams – sourcing and supply chain, field team, Delivery service provider.
- Identify new business opportunities in market to introduce new product catalogue. Increasing Product range for business growth.
- Business report preparation for key performance indicators of sellers (dealers and warehouse) and analysis to generate business insights.
- Improving performance for different types of orders - Regular and Rush orders.
- Ensure overall sales target are met through planning, forecasting, marketing and collaboration with internal teams.
- Manage consumer engagement and performance of – mechanics, retailers, fleet owner and end customers.

Customer Support

- Customer complaint management – Maintain Turnaround time (TAT) as per standards, resolve payment issues – Return / refund experience etc.
- Conducting Marketing activities to increase customer inflow and enhance business.

- Call center Management – Attending customer queries & providing customer care and solving customer grievances.
- Customer feedback collection and refining app features to achieve customer satisfaction.

Achievements

- ✓ Rewarded with Performer of the month award – July'2020.
- ✓ Achieved On-time delivery performance of 95% consistently from the start of Leykart business.
- ✓ Achieved PAN INDIA Sales revenue of 1 Cr in May'2020 from 40 lacs in Feb'2020 without drop in on-time delivery performance and maintaining standard TAT.
- ✓ Achieved Seller (on-time invoicing) performance of 96% in FY20-21.

Madras Engineering Industries Private Ltd (MEI Brakes), Chennai, India

Sr. Engineer - Marketing and Business Development - 04/2016- 01/2019



Core Responsibilities Handled:

MEI Brakes

- ✓ Design and implement marketing strategies aligned with business targets.
- ✓ Ensure brand consistency through all marketing channels. Generate innovative ideas to promote our brand and our products.
- ✓ Understand the customer requirement and expand the existing product range. Perform competitive analysis and identify gaps and opportunities in the marketplace.
- ✓ Align processes, resources-planning and department goals with overall Organization objectives.
- ✓ Selection & evaluating the source for supply competency and stability for supplies. Preparation of NDA and finalizing with the supplier.
- ✓ Planning annual spare parts sales using vehicle parc, potential estimation, collecting vehicle population details like Commercial Vehicles, Passenger Vehicles, two wheeler Segment and Prepare RTF (Replacement Trend Factor).
- ✓ Organizing CFT (Cross functional Team) with related departmental heads to ensure successful launch of new products on time and Co-ordinating all activities for successful launch of the product in the market.
- ✓ Conduct WSD meet, ASC Meet, Van Campaign, Mechanic Meet Fleet Owners meet and product awareness programs with Government bodies like State Transport Undertaking, Regional Transport Authority, Transport Commissioner.

WABCO India Ltd, Chennai, India



Engineer- Sales & Operation - 04/2013- 04/2016

Core Responsibilities Handled:

- ✓ Responsible to achieve Vehicles Control systems Sales and Service Target and collections in Assigned Authorized Service partners. (250 across PAN India) and generating leads to 35 Field Staff Engineers
- ✓ Achieving monthly target of 5 core Sales from service partners.
- ✓ Well acquired with SAP system and its aggregates and registering Orders from the customer.
- ✓ Resolving technical problems of products raised from the Field Staff to support with the technical team of HO.
- ✓ Linking a bridge between the logistics department and the field staff.
- ✓ ABS (Anti-Lock Brakes) retro fitment activities (generate leads, collect orders, training mechanics and outside agencies for installations) follow up with petroleum companies for orders.

Apprentice and Training - 06/2011-02/2013

Core Responsibilities Handled:

- ✓ Internal assembly planning, Material Planning.
- ✓ Implementing Poke –Yoke methods to achieve zero defect.
- ✓ Logistics planning & control.
- ✓ Enhancement of Manufacturing Processes.
- ✓ Responsible for utilization of optimum Production Capacity & Manpower Planning.

EDUCATION

MBA- Marketing Management	University of Madras, Chennai, India	08/2018-2021
BSc- Psychology	University of Madras, Chennai, India	06/2015-04/2018
Diploma- Mechanical Engineering	Directorate of Technical Education, Chennai, India	06/2008-04/2011

SKILLS - SOFTWARE / TOOLS

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|------------------------------------------------|------------------------------------------------|
| 1. SAP | 4. Client Panel – (Delhivery Vendor interface) |
| 2. Microsoft Office – Word, Excel & PowerPoint | 5. Key Account Management |
| 3. Tableau | 6. Effective communicative skills |

LANGUAGES

- | | |
|--------------|------------------------------|
| 1. Tamil | - Full Working Proficiency |
| 2. English | - Full Working Proficiency |
| 3. Hindi | -Limited Working Proficiency |
| 4. Malayalam | -Limited Working Proficiency |

DECLARATION

I hereby declare that all the information furnished above is true to the best of my knowledge and belief. I have the relevant records to prove the same. I hope that the above are suitable for your organization.